

SEASHORE OCEANFRONT COMPREHENSIVE PLAN

PURPOSE

This Policy memorializes the recommendations of the Seashore-Oceanfront Comprehensive Plan conducted between August 1992 and December 1994. This Policy sets forth ongoing administrative actions not only to maintain the improvements made during the plan process but also to seek further improvement to the area.

THE PLAN PROCESS

The Comprehensive Plan was developed in accordance with a work program approved by the City Council in August 1992. An Executive Steering Committee supervised an extensive process including nearly every City department and which included public surveys, town hall meetings, brainstorming sessions, goal setting, staff research/analysis, alternative selection, recommendations, approvals and implementation.

PROBLEM DEFINITION

The work program for the comprehensive plan included the following introductory paragraph:

"Prompted by overcrowding and lawlessness during holiday weekends, the City desires to address a wide range of year long problems occurring in the West Newport area along the oceanfront. Widely known as a haven for young people to congregate, the area is becoming increasingly raucous and dangerous. Municipal services, particularly Public Safety and General Services, devoted to the area are becoming increasingly expensive and burdensome to the detriment of the remainder of the community."

To more specifically define problems, a series of questionnaires, community forums and Executive Steering Committee meetings were conducted. The overwhelming problem measured by both the number and intensity of responses was noise, including loud parties, skateboarders, traffic, loud music, motorcycles, car radios and similar items often associated with a congested beach area.

The second most often cited problem was congestion, related to automobile traffic, automobile parking and the mixture of pedestrian/bicycle/skateboarders/rollerbladers on Seashore Drive. The narrow streets and alleys are overburdened by the demands of residents, tourists and passersby.

The last major problem related to the cleanliness and the general repair of the area, including trash cans, building repair, debris in yards and miscellaneous street, sidewalk, drainage, curb and gutter repairs.

While many incidental problems were discovered during the process, those described above represent the major items selected for attention.

GOAL SETTING

Based on the problems outlined above, the Executive Steering Committee using the public participation process, arrived at the following three goals:

- Quiet the party atmosphere
- Relieve congestion
- Clean and repair

SELECTION OF ALTERNATIVES

Guided by the goals, residents of the area, City staff and the Executive Steering Committee engaged in extensive brainstorming to derive every possible means of achieving the goals. Every alternative regardless of who suggested it or what it involved was analyzed by staff and the Executive Steering Committee for a variety of factors including cost, legality, practicality and potential results. From the master list the alternatives described in the next section were chosen for implementation.

ONGOING ADMINISTRATIVE RESPONSIBILITIES

It is the policy of the City Council not only to maintain the improvements occasioned by the Plan but also to seek continual improvement to the Seashore-Oceanfront area. Accordingly, the City Manager shall direct the activities of City staff to perform the following:

A. General and Administrative.

Maintain in the City's files the chronology and history of the Seashore-Oceanfront Comprehensive Plan.

Periodically review the progress and status of the improvement programs in the area.

B. Police Activities.

Continue the community oriented and problem oriented policing programs in the West Newport area.

Continue the high level of police presence in the area including bicycle and pedestrian patrols.

Continue the Neighborhood Watch and Community Pride programs in the area.

Continue strict enforcement and recommend changes as necessary to the new noise and party control ordinances.

Continue July 4th deployment to control riotous conditions and pursue additional solutions to minimize the need for massive deployment.

Continue enforcement of scavenging laws to minimize the strewing of refuse in search for recyclables.

Pursue additional policing activities to improve the livability of the area.

C. Revenue/Licensing Activities.

Continue strict compliance with the new Short Term Lodging ordinance.

Continue to work with rental agents and landlords through the license renewal process to remind them about the noise and other issues in the neighborhood.

D. General Services Activities.

Continue summertime twice per week trash pickup and bulky item pickup as budgetary considerations permit.

Continue a high level of street sweeping in the area.

Continue to enforce all refuse container ordinances as staffing permits.

Continue to coordinate the July 4th barrier installations.

Pursue the establishment of adopt-a-street programs among residents.

E. Planning Activities.

Continue to promote owner occupancy by processing condominium conversion applications under the new ordinance.

Pursue hiring or retaining of personnel to serve as a Code Enforcement Officer to enforce planning, building, trash and property improvement ordinances.

Pursue zoning amendments, density bonuses and other means to promote owner occupancy.

Pursue retraining a staff member to become qualified in the newly recognized field of neighborhood planning.

F. Public Works and Traffic Activities.

Continue improvement and landscaping of street ends.

Continue activities to underground utilities.

Pursue curb and gutter, landscape and other streetscape improvements in the area.

Pursue traffic and bicycle measures on Seashore Drive to increase safety, reduce liability and relieve congestion.

Pursue solutions to parking problems such as resident permits and meters.

Adopted - May 8, 1995

Amended - March 9, 1998

Amended - September 27, 2011